



EHF Club of the Year 2016 Award

Application for Category 1: Clubs with more than 300 members

Presenting the realized “Vision 2016”: Rotation Prenzlauer Berg in a short video



A click on the picture will link you to our promotion video on youtube. It was produced by artist Louis Vignat and sponsored by SHOTVIEW Artists' Management ([more about our sponsors here](#)),

“It’s really great to see the high momentum prevailing at Rotation. Something really fantastic has been achieved here at Rotation. So I am really enthusiastic about what I see.”

Moritz Fürste about SG Rotation Prenzlauer Berg

“What I see here is a really big hockey family. It quickly becomes obvious that many people are standing behind it and have fun while pushing the club forward.”

Martin Häner about SG Rotation Prenzlauer Berg



East Berlin Clubs' roots and legacies



**Our natural grass turf
at Ella-Kay-Straße in
front of the typical
GDR-style living blocks
of Ernst-Thälmann-Park**

East Berlin Clubs' roots and legacies I



Jürgen Häner,
President of the Berlin Hockey Federation (BHV) at the
2016 opening of our new astro turf at Ella-Kay-Straße

“ After 1990, a lot of people worked on the reunification of hockey in Berlin. In the very forefront were Frank and Bettina Haustein of Rotation.

*There has always been Hockey in the eastern part of Berlin. But at the **time of the reunification, clubs were run down.** Rotation as the biggest of them had approximately 150 members.*

What Rotation has achieved since then, is the best example we can possibly get.”

East Berlin Clubs' roots and legacies II

- **Hockey roots** in the former GDR reach back to the **communist labour movement** of the 1920s
- Hockey "clubs" in the former East were **not clubs as we know them today** in Germany: they were funded by state-owned enterprises; in **1990**, the **annual member fee was 1,30 GDR Marks**
- **1969** was a **black year for hockey in the eastern part of Germany**: authorities decided that Hockey should no longer be supported. Subsequently, it was **officially not more than 'tolerated'**.



An important **hockey cup in East Germany** was named **after Käthe Tucholla** (1910-1943), a hockey player and **antifascist activist from Berlin..**

The stamp was printed in memorial of the young communist, who was murdered by the Nazis.

East Berlin Clubs' roots and legacies II

- Not only the hockey clubs had a structure that was **totally different** from those in West Germany, but **also the East German Hockey Association (DHSV)**
- the 7 "clubs" in former East Berlin all shared the same problems; **Rotation found solutions for re-designing a new club**, following some examples of West German club-structures and...
- ...in person of **Frank Haustein** (DHSV's Vice-President) **Rotation was involved in the reunification talks**. He and his wife always stayed involved with the DHB (German Hockey Association)



Group picture at Hamburg's Uhlenhorster Hockey-Club. Frank Haustein (3rd from right) took part in the talks regarding reunification of the two Federations as Vice-President of the GDR Hockey Association (DHSV)

Hockey only in the western part of Berlin?

Berlin is known for its big and successful hockey clubs. For a long time, there have been no successful clubs from the former GDR.

Our goal is to change this situation!

“Hockey made in Prenzlauer Berg” was about to die in 2002: only a few members believed that Rotation could survive. The reasons were:

- from **1990 to 2000**, the club had **stabilized at 150 members**; 20 of them left the club in 2001 and 2002
- **our age structure was fatal**: in 2002, only 2 junior teams were taking part in Berlin’s competitions



Vision 2016: The strategy to rescue Rotation...

- + In 2002, two female players and one mother pulled the emergency brake and offered hockey for the youngest, aged 4 to 6. This laid the foundation for becoming a "Mitmachverein" (participation club) and encouraging our members to take over an active role in our club life
- + In 2006, we hired Robert Kanold as a professional coach to systematically build up a complete youth department. Later he renewed his A coaching certificate while working at Rotation. In 2006, our training teams of 3 different age groups built the first pillar of a new and growing youth department.



Robert Kanold would become one of the most important faces for the next years. The picture shows him in 2008 with the new all-girls team. In 2014, four of the girls played the finals of Berlin's Championship

Vision 2016: ... and build up a complete club

In 2002, the first steps had been taken and the **hockey boom in former East Berlin was ready for take-off!**

Our "Vision 2016" evolved. The name stated the most important goal: to have a full youth department playing in the leagues by 2016. Besides, we wanted to:

- + finally change our grass **into an artificial turf** and find additional out- and indoor facilities in the meantime
- + **recruit coaches and umpires**, with a focus on working with our kids
- + greatly improve in fields like **PR, finances, member administration, logistics and marketing**



Leisure training groups had plenty of time on our natural turf at Ella-Kay-Straße

Vision 2016: Not an easy task, considering Berlins sports infrastructure

“ **Sports in the classroom**

Berlin's schools need 200 million Euros for reconstructing their indoor sports facilities. In Prenzlauer Berg, an indoor facility has been closed for three years already. [...]

Parents, teachers as well as sportsmen and coaches at Rotation, who were practising in the hall, are getting upset. "We can't fulfil our curricula anymore", says a teacher. [...] Rotation needs to split up its training on 12 different indoor facilities. "But none of them suits hockey very well", states coach Robert Kanold. ”

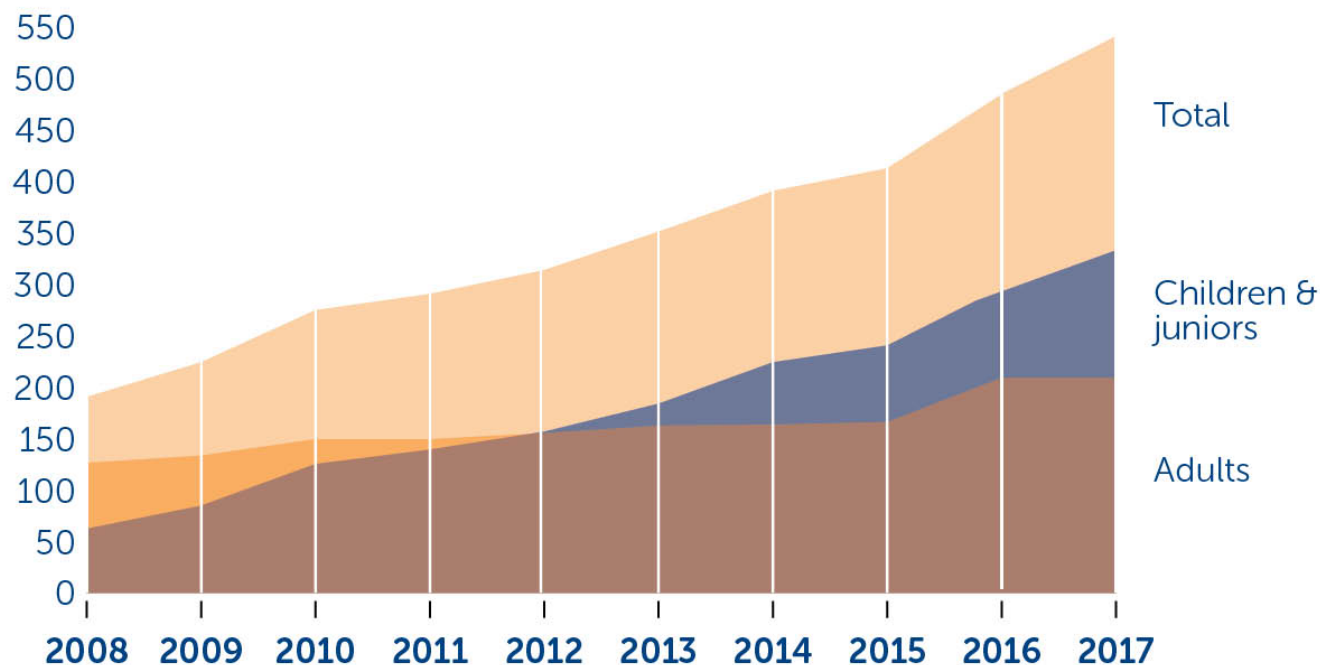


Berliner Zeitung, 5th June 2013

Newspaper article describing the bad situation of indoor and outdoor facilities in Berlin and explaining how the few existing funds are intended to be used.



Vision 2016: Goals achieved – our growth



Member grow at Rotation over the last ten years

- Children and juniors
- Adults
- Total



Vision 2016: Goals achieved – our growth I

Although our growth is **still limited by the (non-)availability** of sports facilities, we achieved our goals:

- ✓ we have **doubled our number of members** from 154 in 2002 to 317 in 2012
- ✓ since 2012, we **nearly redoubled our number of members**: Now we count 537 members
- ✓ we focused on realizing a **balanced growth of male and female players**, still, our girls' teams grew much faster in the beginning



Rotations U12 girls' group is one of our largest teams. The picture was taken in fall 2016 and also shows our B licence coach **Fabian Kühne** and his assistant coaches: **Janna Weihe** (C licence), our current volunteer **Kensia Klingert** and **Kristina Hähn**

Vision 2016: Goals achieved – our growth II

This indoor season (2016/17), we **completed one of our last and most important objectives:**

- ✓ We finally have teams for our U18 players. This includes the **first registration of girls' and boys' teams for the oldest youngsters**. Some of them have been playing hockey at Rotation since 2002.
- ✓ On our long way, we were **very active in recruiting players by organizing longer engagements like setting up school hockey teams but also supporting school summer parties, etc.**

Halle 16/17 • Berlin

Liga - Weibliche Jugend A

Tabellen

Liga - Weibliche Jugend A

Platz		Spiele	Tore	Punkte
1.	Zehlend. Wespen 2	4	12 : 6	9
2.	SG Rot. Prenzl. Berg	4	12 : 10	9
3.	Berliner SC	3	5 : 9	3
4.	HC Argo 04	3	5 : 9	0

Halle 16/17 • Berlin

Liga - Männliche Jugend A

Tabellen

Liga - Männliche Jugend A

Platz		Spiele	Tore	Punkte
1.	Mariendorfer HC	6	29 : 10	16
2.	SG Rot. Prenzl. Berg	6	20 : 19	8
3.	TuS Lichterfelde 2	6	15 : 16	7
4.	SHTC/Argo/TSVF	5	6 : 26	3
5.	TC Blau-Weiss 2	5	10 : 9	0

Current ranking of our two U18 teams (20.01.2017)



Vision 2016: Goals achieved – promoting hockey by school cooperations I

14

sport in berlin

Erfolge bei der Fleckentfernung

Eine Initiative des Hockey-Verbandes sorgt für Mitgliederzuwachs

Von Klaus Weise: 2004 hatte der Landesverband eine Bestandsaufnahme zum Schulhockey in der Stadt gemacht und festgestellt, dass der Ostteil der Metropole nicht nur mit keinen Hochburgen wie Zehlendorf, Steglitz oder Charlottenburg aufwarten, sondern auch in der Breite wenig bieten kann. Daraus entstand die Aktion „Weiße Flecken“, deren Ziel es war, diese peu à peu verschwinden zu lassen. „Wenn die weißen Flecken entfernt werden, dann wird die Sportlandschaft in Berlin bunter“, sagt BfV-Präsident Erfried Neumann. Seit 2005 werden mit dem Projekt Aktivitäten im Nachwuchs- und Schulhockey gefördert, Vereine und ihre Jugendabteilungen gestärkt

gang und gäbe. Auch in anderen Stadtbezirken stehen Ampeln auf Grün und Zuwachs. Angestoßen worden war das Projekt „Weiße Flecken“ 2005 mit einem Beschluss der BVV Friedrichshain-Kreuzberg. Hockey an Schulen zu fördern. Im Hockey-Verband nahm man das sofort auf, überlegte, mit welcher Schule können wir beginnen. Gespräche mit dem Schulamt und erste Kooperationen schlossen sich an. Im Bericht 2011 werden Projekte in Hellendorf-Marzahn (VfL Marzahn), Hohen-schönhausen-Lichtenberg (Lichtenberger HC), Köpenick (Köpenicker Hockey-Union), Pankow (Karower Dachse), Prenzlauer Berg (Rotation PB), aber auch Reinickendorf, Tem-

“ 2004 the sports federation took stock of school hockey offered in the city. One result was, that the eastern part of the metropolis not only had less top clubs than the west, but also lacked in offering hockey for the masses.

This was the motivation to start the project “Weiße Flecken” (White Spots), and to remove them one after the other.

Today, the BHV, offering school hockey is represented in the majority of Berlins’ districts, thanks to several clubs.”

Berlin Sports Federations’ Publication (03/12) stating that its project ‘white spots’, which started in 2005, was successful in offering school hockey in all parts of Berlin, thanks to Rotation and others([PDF-link](#)).



Vision 2016: Goals achieved – promoting hockey by school cooperations II

In cooperation with the State Sports Federation of Berlin (LSB Berlin) and the Berlin Hockey Federation (BHV), we established school cooperations:

- ✓ From **2006 until 2016**, we offered **hockey in 3 different schools** in Mitte and P'Berg. Our school teams took part in Berlin's school championships. Two of our teams became **1st and 2nd** in 2010.
- ✓ **Soon, Hockey became so popular in our district** that we had to reorganize our **limited coaching and training resources**, with **indoor facilities** already being few and becoming even less ...



Termine
Montag, 15:00–15:45 Uhr, Klassen 1 bis 3
Freitag, 13:30–14:30 Uhr, Klassen 1 und 2
Freitag, 14:30–15:30 Uhr, Klassen 3 und 4
HALLE BERGSTRASSE
Anmeldung
NAME _____
KLASSE _____
JAHRGANG _____
AG-TERMIN _____
E-MAIL _____
(die Teilnehmerzahl pro Termin ist auf 18 Kinder begrenzt)
SG Rotation Prenzlauer Berg e.V. Abteilung Hockey Ella-Kay-Str. 2 10405 Berlin Telefon/Fax (030) 26 03 85 28 mail: office@rotationhockey.de www.rotationhockey.de

Flyer for our School Hockey groups (2013)



Vision 2016: Goals achieved – promoting hockey by school cooperations III

- ...we could **not longer offer quality practicing time** to an increasing number of players. Especially when the **situation became really dramatic in fall 2015:**
- In the wake of the refugee crisis, **Berlin authorities confiscated a steadily increasing number of larger sports halls** to be used for **refugee accommodation**. For a good cause our bad infrastructural situation became even worse.
- We **lost our practising times in two halls** - a fate we still share with many other clubs of all disciplines as the remaining halls were split up.



Summer party at a primary school (2015)

Vision 2016: Goals achieved – Improving skills during Easter and Summer Camps

Sommer, Sonne, Sport und Spaß auf dem Hockeyplatz

Pack den Hockeyschläger, dein Zelt und deinen Schlafsack ein und komme mit nach Jena zum Sommer Hockey-Camp!

In diesem Jahr nehmen wir wieder eine bewährte Tradition von Rotation Hockey auf: In der letzten Woche der Sommerferien können Klein und Groß der Hockey-Jugend fünf Tage zusammen trainieren, spielen, abhängen. Es wird ein buntes, gleichermaßen am Spaß wie an der Hockeyleistungsentwicklung orientiertes Sport-, Krummstab- und natürlich auch Kulturprogramm geben.

Das Programm wird sich an dem bewährten Mix der Vorjahre orientieren. Ihr könnt aber auch auf einiges Neues und so manche Überraschung gespannt sein!



Der Zeitraum

Samstag, 27. Juli bis Donnerstag, 01. August

Der Ort

Die Anlage des Hockeyclub Jena. Sie liegt schön grün, der Kunstrasen ist nagelneu, das Schwimmbad nahe und die Clubanlage haben wir ganz für uns – inklusive Zeltwiese und Clubhaus!

Die Teilnehmer

JB, A-, B-, C- und D-Kinder (Jahrgänge 1997 bis 2006). Bis zu 100 Kinder können an dem Camp teilnehmen, sollte die Nachfrage noch größer sein, werden die Anmeldungen nach Datum des Eingangs berücksichtigt.

Die An- und Abfahrt

Die An- und Abreise erfolgt mit einem gemieteten Reisebus ab Ella-Kay-Straße. Details folgen nach der Zusage der Kinder bis 2-3 Wochen vor Abfahrt.

Die Unterbringung

Wir übernachten direkt auf der Anlage in Zelten. Bei schlechtem Wetter können die Sachen trocken im Clubhaus gelagert werden. Bitte gebt auf dem Anmeldebogen an, ob ihr ein Zelt mitbringen könnt, wie viele Schlafplätze es hat und wie viele Plätze ihr an andere Kinder bereits vergeben habt. Wir werden im Vorfeld sicherstellen, dass alle Kinder einen Schlafplatz im Zelt haben und versuchen, die Kinder nach Mannschaften zusammen zu bringen.

Sommer Hockey-Camp

27.07. – 01.08.2013
in Jena



Invitation and information flyer for our first Rotation-only summer hockey camp outside Berlin in 2013



Vision 2016: Goals achieved – Improving skills during Easter and Summer Camps I

In 2008, we resumed a **long club tradition: summer hockey camps**

- ✓ In the **first years**, they was held in **cooperation** with and on the premises of Brandenburger SRK.
- ✓ From **'13 to '15**, we organized a **one-week camp in Jena**; in **'16**, we moved to a **big and well-equipped sports school** in Rabenberg.
- ✓ Since **'15**, we regularly offer a **one-week Easter camp** in Berlin.
- ✓ If there is **no camp**, our teams enjoy practicing during **holidays in their own training groups**.



Group pictures of 2 of our 2016 camps. Unfortunately the bus' design is only a photoshop product - for now

Vision 2016: Goals achieved – Improving skills during Easter and Summer Camps II

In 2016 year we organized 4 camps:

- ✓ During the **Easter** holidays, **71 youngsters** took part in a **one-week camp** at Olympiastadion
- ✓ In **summer 2016**, we organized two camps: **one in Berlin** (with **71 U12 kids**) and **one in Rabenberg** for our teenagers (**73 U18 players**).
- ✓ In **autumn**, **92 U10 - U16 players** enjoyed a one-week indoor camp in Berlin
- ✓ In cooperation with Spandauer HTC, we offered a **two-day goalie camp** (13 goalies, 6 coaches)



Our U16 girls having fun at our summer camp and goalies practicing footwork at the 1st goalie camp

Vision 2016: Goals achieved – Improving skills during Easter and Summer Camps III

The camps are very **good opportunities to strengthen the players' spirit and club life**: It is a very intense time, as several age groups spend a lot of time together.

This is why we work hard on **making the camps as attractive as possible**:

- ✓ The kids get **small give-aways** such as camp shirts, socks, or bags, as long-lasting camp reminders
- ✓ ... and/or we invite special guests, like **U18 national players Paul Dösch and Thies Prinz**, who supported our U12 boys and girls this summer as coaches



Thies Prinz' (left) and Paul Dösch's (right) autographs were just as highly demanded as their coaching skills

Vision 2016: Goals achieved – tournaments



**Brochure for
the Abrafaxe-Cup,
our indoor tournament for
U8 and U10 teams in February**



Vision 2016: Goals achieved – tournaments I

As there is no official league for U10 teams in Berlin, our focus is on organizing tournaments for younger kids:

- ✓ We regularly organize **“Spielfeste”** for **U10 teams** and invite 3 other teams from Berlin (at least 3 per age group and season)
- ✓ Starting in 2007, the **“Abrafaxe-Cup”** became our annual indoor tournament for **U10 and U8 teams**
- ✓ In '09, we first organized the indoor **U12 “Werner-Schubert-Cup”**
- ✓ and offered our big outdoor event: **“Weltenbummler-Cup”** for **U5 - 12**



Award ceremony at **Weltenbummler 2015**: A tournament for children from 5 - 12 years. Our tournament attracts around **50 teams**, from Berlin as well as from other parts of Germany.

Vision 2016: Goals achieved – leisure hockey



“Schlenzlberger”
(a wordplay on drack
flicking and
Prenzlauer Berg) is
our parents’ team.
Here, after winning a
golden pineapple.

Vision 2016: Goals achieved – leisure hockey I

We do not only offer competitive sports, but also **leisure hockey for all age-groups**.

- ✓ We have got **25 active 40+ members**, our oldest players are 69
- ✓ A **parents' team** practices once a week. They take place in several cross-regional tournaments each year and are about to **organize their first home tournament in 17**
- ✓ Some of the **women** who organized the first practice sessions for the kids in our new youth department in 2002 are still **active and play at tournaments**



Our ladies' **leisure hockey team "BoLaLas"** – which means something like banana shot ladies ;-). Some of them were in the forefront of reactivating Rotation in 2002 and stayed with us until present.

Vision 2016: Goals achieved – leisure hockey II

In our vision 2020 we stated:

“ At Rotation, competitive and leisure hockey co-exist in harmony. In our youth department, it depends on talent, motivation and other interests which of both ways the children want to go.

Hands-on, but without drill, we want to introduce the most successful German team sport to our young players.”

- ✓ In most age-groups we already have 2nd or 3rd teams, which play in lower leagues like the 'Berlin Cup' or 'Berlin Trophy'. Although the **main focus is fun**, those teams are **trained by the same high-quality coaches**.



Sometimes fun is more important than success! Our 2nd U12 team showing how to combine the best of both: Getting crazy after a 2nd place in Berlin's Cup



Vision 2016: Goals achieved – leisure hockey II

For our senior players, who cannot or do not want to invest too much time, we **offer ambicionado and less ambicionado hockey in different teams**. Every player can take part in at least one training session per week:

- ✓ For **ladies**, we offer an **ambicionado 2nd team** (indoor and outdoor) plus a senior team (32+)
- ✓ For **men**, we have a **2nd and 3rd** outdoors team, indoors even a **4th** and '**veterans**' team
- ✓ Our oldest players form a **42+ team**, many have been members for decades



Oldies being goldies: **Our 3rd team is celebrating a late highlight in the players' careers**, after winning over their favorite opponent: the 1st team of former GDR club Köpenick: this meant the promoting to the 5th league.

Vision 2016: Goals achieved – leisure hockey IV

And again: fun does not mean that you cannot achieve and celebrate success:

- ✓ Several teams promoted to higher leagues in the past few years, which is the fundament for giving our young players several opportunities for acting on appropriate level
- ✓ Former GDR national player **Hans-Jürgen Kraffzick** (69) played the **60+ Masters** in Neuss in 2011
- ✓ Last year **Stefan Kloos** (father, parent coach and player at our 3rd team) celebrated his debut in the German **45+ Masters** team



Stefan Kloos just one day after his 48th birthday and his debut at **Germany's 45 Master's Team**. He scored and won the title in Malaga 2016 with his new team.

Vision 2016: Goals achieved – our coaches



Some of our coaches in action: Daniel Geisler, Christoph Scholze, Michael Köhn (left to right), and Fabian Kühne

Vision 2016: Goals achieved – our coaches I

We want highly qualified coaches! So we **develop our own players**. Nevertheless, we are still recruiting coaches...

- ✓ ... with **professional experience** from other clubs (details here) ...
- ✓ ... **from our own senior teams** (currently 14)...
- ✓ ... by **engaging parents as 'parents coaches'** (currently 5)...
- ✓ and still: we lay great focus on **encouraging our experienced U18 players** to become 'junior coaches' (currently 15). 3 of them have become assistant or head coaches



Our **U 10 team** has coaches with very different backgrounds: **Pauline Friesecke** (assistant coach, senior player), **Nils Meyer** (main coach and senior player) and **Konrad Roenne** (father, from left to right). Not on the picture: Our two 'junior coaches' **David Strüben** and **Emilia Weller**, as well as assistant coach **Korinna Jörling** (assistant coach and senior player)

Vision 2016: Goals achieved – our coaches II

In order to recruit and educate coaches, we use the **“Voluntary Service”**, which the LSB Berlin subsidizes:

- ✓ FSJ volunteers play a big role in recruiting - they **work with school teams** and in our **administration**
- ✓ **Mareike** was our **first of three volunteers** in 2013/14
- ✓ **Konstantin** followed and gained a C licence; he is **still coaching** and is part of our **1st men’s team**
- ✓ **Kensia** now is our **3rd volunteer** and **assistant coach for 3 different teams**, about to **gain a C license**



Mareike and 5 boys of the **U8 team**. When she left for her studies, she said: “I have an orange-blue heart, I will come back as often as I can.” Oh yes, she does!

Vision 2016: Goals achieved – our coaches III

The engagement and passion with which our junior coaches and umpires are committed to their work is extraordinary.

Sometimes saying thank you is just not enough to show our appreciation. That's why we have nominated the most active junior coaches for the FIH "Youth Leadership Certificate"

- ✓ **Theresa Lattermann** was the first Rotation assistant coach to receive the FIH and DHB certificate in 2014



Article on www.hockey.de about our junior coach, umpire and today's senior player **Theresa Lattermann**, being honored by the FIH and DHB with the 2014 "Youth Leadership Certificate"

Vision 2016: Goals achieved – our coaches IV

- ✓ **Freddy Püllenberg** was the **2nd girl to be honored** by the FIH in 2016
- ✓ She is the first of our junior coaches who became **head coach of a team** and gained her C licence in 2016
- ✓ Marie-Therese Gnauert said about Freddy: *"By honoring Freddy's engagement we also want to honor her position as a role model: We highly appreciate Rotation's way of motivating players from their own youth department to engage themselves as coaches."*
- ✓ **2017's nominee** is player, junior coach, and umpire **David Strüben**



Marie-Theres Gnauert (Vice president of the German Hockey Federation) and **Freddy Püllenberg**

Vision 2016: Goals achieved – our coaches V

We attach value on **special athletic and goalie trainings**. We **purchased** quite a bit of **material** for the two pillars in '16

- ✓ Athletic coaches André Tietze and Thomas Faber offer **trainings with a special focus on a healthy body development**. A big focus is on rebalancing the one-sided strain of typical hockey movements.
- ✓ Senior **goalies** Andrej, Janna and Tina (all **C licence coaches**) offer **goalie trainings**. **2016's purchases** are: A BOLA hockey ball machine, rebound mats (Obo D'Flecta) and nets (CrazyCatch), as well as egg-shaped and reaction balls



Athletic coach **André Tietze** (above) at work and **U10's Deron Schutsch** (below) practicing with CrazyCatch

Vision 2016 and the turning point – the revolution in our coaching structure I

The decision for **restructuring our coaching team in 2015** was quite a **revolution**. After an intensive analysis, we came to the following conclusions:

- many **administrational tasks of our head coach** had been **taken over by our professional** and expanded **voluntary management board**
- the **saved time and resources** could **not be transferred** into additional **coaching resources**, with 3 different junior teams already being coached by the same person:
- **we needed more coaches** to split up responsibilities! So we hired...



New B licence coach **Hendrik Melz** (left), winning his **first title: Berlin's U12 cup** in 2015



New B licence coach **Fabian Kühne** (right). His **U14 "Pokal" team** had a perfect season with **64:0 goals** and **won the title** in 2016

Vision 2016 and the turning point – the revolution in our coaching structure II

TRAININGS-STRUKTUR | SG ROTATION PRENZLAUER BERG | ABTEILUNG HOCKEY 2017



“Training structure | Rotation Prenzlauer Berg | Hockey Division 2017”

We implemented a clear organizational structure: In the middle row you find our management board members in charge of the sports; head coaches are left and right, they are developing our sports concepts and train the ‘junior coaches’; on the far left (female) and right (male) all teams and their coaches. Finally our goalkeeping and athletic coaches.

For a bigger version, please click the picture.

LIGA-SPIELBETRIEB

SPIELFESTE

Teams	Trainer	Funktion	Koordination	Leitung	Koordination	Trainer	Funktion	Teams
1. Damen	Daniel Geisler Trainer Lars Marondel Co-Trainer					Felix Rugor Trainer N.N. Co-Trainer		1. Herren
2. Damen	Tim Bley Trainer					Daniel Podewski Spielertrainer		2. Herren
						Robert Triebel Spielertrainer		3. Herren
						Michael Köhn Spielertrainer		4. Herren
Seniorinnen	Sarah Schiller Spielertrainerin					Dieter Rosenheinrich Mannschaftsbetreuer		Alte Herren
Jugend A/B 1998-2001	Daniel Geisler Trainer Lars Marondel Co-Trainer					Hendrik Melz Trainer Kurt Barabas Trainer MJA N.N. Co-Trainer		Jugend A/B 1998-/2001
Mädchen A 2002/2003	Paul Koch Trainer Konstantin vom Ende Co-Trainer N.N. Co-Trainer/-in					Hendrik Melz Trainer N.N. Co-Trainer		Knaben A 2002/2003
Mädchen B 2004/2005	Fabian Kühne Trainer Janna von Weihe Co-Trainerin Kristina Hahn Co-Trainerin Theresa Lattermann Co-Trainerin					Michael Köhn Trainer Leo Kunert Nachwuchstrainer		Knaben B 2004/2005
Mädchen C 2006/2007	Nils Meyer Trainer Korinna Jörling Co-Trainerin Pauline Friesecke Co-Trainerin Emilia Weller Nachwuchstrainerin David Strüben Nachwuchstrainer Konrad Lehnert Elterncoach 06 Stefan Kloos Elterncoach 06					Felix Rugor Trainer Rouven Dyllong Co-Trainer N.N. Co-Trainer Lotta Trojandt Nachwuchstrainerin		Knaben C 2006/2007
Mädchen D 2008/2009	Freddy Püllenberg Trainerin N.N. Trainer/-in Lynn Schmickler Nachwuchstrainerin Josephine Kuka Nachwuchstrainerin					Hendrik Melz Trainer Paul Koch Trainer Jamiro Schweitzer Nachwuchstrainer Nathalie Pielsticker Nachwuchstrainerin Fredrik Forstbach Elterncoach Meik-Zülsdorf Kersting Elterncoach Phillip von Kapp-Herr Elterncoach		Knaben D 2008/2009
Minis 2010	Annett Frühling Trainerin N.N. Trainer/-in Gustav Suliak Nachwuchstrainerin Emma Alraun Nachwuchstrainerin					Annett Frühling Trainer Greta Staats Nachwuchstrainerin Inge Willemit Nachwuchstrainerin N.N. Elterncoach		Superminis 2011

Für alle Jahrgänge ab B aufwärts:  André Tietze und Thomas Faber Athletiktrainer
Für alle Kinder- und Jugendteams:  Andrej Celze, Kristina Haehn und Janna von Weihe Torwarttrainer(-innen)



Vision 2016: Goals achieved – our umpires



Senior umpire **Andrej Oelze** and 8 of about 40 junior umpires that watched over the matches at our junior tournaments in 2016 (here at Abrafaxe Cup)

Vision 2016: Goals achieved – our umpires I

We want to be as **successful in gaining umpires** as we are in gaining coaches. An important pillar is motivating and training our junior players

- ✓ this is why we want to **nominate David Strüben (14)** for the FIH “**Youth Leadership Certificate 2017**”
- ✓ he is not only a **junior coach** at our U12 girls team but also **joined the umpire team of the Berlin Hockey Association** in 2015
- ✓ on November 8th, 2016, he was in **charge of the German Youth Cup’s Final 2016** – another highlight in his umpiring career



David Strüben (center with orange socks) was **umpire** at the **German Youth Cup Final in Hamburg 2016**

Vision 2016: Goals achieved – our umpires II

We even increased our efforts in 2016:

- ✓ currently we have **4 female** (all junior) and **6 male** (4 junior/2 senior) umpires, the 11th will follow. 6 gained their licences in 2016.
- ✓ we **use our tournaments for training and recruiting umpires**
- ✓ in 2016, we organised **2 internal “hockey rule” seminars** for U18 players, each attended by 12 participants
- ✓ our senior umpires invite the juniors to **scout the umpires’ actions at Bundesliga matches**



Senior umpire **Andrej Oelze** (not in the picture) and **four junior umpires** scrutinizing their colleagues' actions during Bundesliga match on Jan 20th, 2017 (TCBW Berlin vs. Berliner HC)

Vision 2016: Improving coaches and umpires

To improve our coaches and umpires we offer in house seminars and promote seminars by BHV and DHB. In 2016...

- ✓ ... 6 coaches gained DHB coaching licenses (1 B, 5C); 3 coaches are registered to gain it in '17 (C licence)
- ✓ ... 2 coaches attended the DHB's coaching symposium (Köln, Nov.) and 4 coaches BHV's "Coaching Children" seminar (Berlin, April)
- ✓ ... 7 umpires took part in BHV's 4-day training to become officially licensed umpires, 6 passed the theoretical test, 5 the practical one, the last one will do this test in 2017



Annett Frühling (U6 coach), Janna von Weihe (U10 assistant and goalie coach), Freddy Püllenber (U8 coach) and Konstantin vom Ende (former volunteer and U14 assistant coach) at the C licence seminar provided by BHV coach Friedel Strupp (left to right)

Vision 2016: Finding a home for our spirit



“ When I arrived here 1,5 year ago and saw the **club had no hockey field or club house (like all clubs have in Belgium) I was concerned about the team and club spirit.**

But now I am leaving a team and club with more spirit than any Belgian one I have played in before. It doesn't take a field or a clubhouse but just a bunch of great and motivated people! ”

Yoeri Artemieff,

Player at the 1st Team from 2014-16 in a good bye e-mail when he left us to move back to Belgium

Vision 2016: Finding a home for our spirit – potentials and obstacles

After 1990, Prenzlauer Berg became one of the **most popular districts** for housing and real estate development in the reunited Berlin. This meant...

- + ... a **lot of young people** moved into the club's neighborhood
- ... there was **no space for another, bigger hockey field** in our district
- ... our dream of a modernized field at Ella-Kay-Straße with a larger astroturf turned into a **25 year long struggle** with the local government...



A typical Sunday at “**Mauerpark**” (near the former Berlin wall) in Prenzlauer Berg. In the background, you can see the soccer stadium of the **multi sports facility “Jahn-Sportpark”**. Next to the stadium is an astroturf, where we play our competition matches ([more here](#))

Vision 2016: Finding a home for our spirit – we needed somebody with a new approach

Our club was growing rapidly and the potential of Prenzlauer Berg is huge. But the hockey infrastructure was very bad, unlikely to improve without intervention

- For a long time we could not offer hockey on an astroturf. Neither could we afford to modernize “our” field, nor could its new owner: Berlin is sexy, but poor, as the former city’s mayor put it
- ✓ That’s why in 2013 we enlarged our club’s management board: **Heike Deutschmann** became ‘Head of infrastructure development’



In Germany the “Brett” is the trophy for all hockey titles in Berlin. We introduced our “Brett” to honor special achievements. **Heike Deutschmann** received it for making the renovation of our turf possible.

Vision 2016: Finding a home for our spirit – on other sports grounds



For a long time, we could only practice and play on multi-purpose astroturfs, a compromise for both, hockey and soccer. This worn-out pitch in Jahn-Sportpark was renovated in 2016, after many lobbying efforts.

Vision 2016: Finding a home for our spirit – on other sports grounds I

Our natural grass turf on Ella Kay Straße was acceptable for leisure Hockey and our smallest members. But to develop an ambitioned junior department, we needed to exercise on an artificial turf.

- ✓ In June '06, an astroturf was built in neighbouring district Lichtenberg with the goal to develop girls' soccer and Hockey
- ✓ In the beginning, the local Hockey club "SV Bau-Union" practiced there, also a club with GDR roots. Soon, the club had to give up its hockey division - we were happy to welcome the remaining players and take over Bau-Union's time slots.



"Lichtenberg meets Belfast
New girl's soccer and hockey center opened",
(Newspaper article from June 2016)

Vision 2016: Finding a home for our spirit – on other sports grounds II

A third training facility for our seniors and our main match ground is located at Jahn-Sportpark, one of the best sports locations in the heart of Prenzlauer Berg

- ✓ **currently, we share one pitch with a local soccer club**
- ✓ **in 2013, we started lobbying for a new hockey pitch to be built on an currently unused spot in the park**
- ✓ **presidents of BHV (Erfried Neumann) and DHB (Wolfgang Hillmann), and DHB women's coach Jamilon Mülders gave full support to our request**

DEUTSCHER  HOCKEY-BUND e.V.

Senatsverwaltung für Inneres und Sport
Staatssekretär Andreas Statzkowski
Klosterstr. 47
10179 Berlin

Herr
Arne Hinz SSS Sport Ref
arne.hinz@seniussport-berlin.de

Mönchengladbach, 29. April 2013

Hockey-Kunstrasen für SG Rotation Prenzlauer Berg Berlin e.V. im Friedrich-Ludwig-Jahn-Sportpark Berlin

Sehr geehrter Herr Statzkowski,

das erfolgreichste olympische Mannschaftssportspiel Hockey ist in der Mitte und im Osten der Bundeshauptstadt deutlich unterrepräsentiert. Von den vierundzwanzig Berliner Hockeyvereinen sind nur sechs im Ostteil angesiedelt. Mehr als zwei Drittel der Hockeyspieler in diesem Teil der Stadt sind bei Rotation Prenzlauer Berg aktiv. Dank einer seit einigen Jahren systematisch betriebenen Jugendarbeit hat die schnell wachsende Hockeyabteilung mittlerweile deutlich über 350 Mitglieder. Auch die ersten Erfolge haben sich in jüngster Zeit eingestellt.

Diese Entwicklung wurde bei Rotation erreicht, obwohl der Verein mit seinen aktuell 26 Mannschaften keinen Platz zur eigenen Verfügung hat. Die Hockeyspieler müssen sich verschiedene Plätze, größtenteils außerhalb ihres Einzugsgebietes, mit Fußballvereinen teilen.

Auch bei der allgemeinen Unterversorgung des Bezirks Pankow mit Sportflächen hat die in den östlichen Berliner Innenstadtbezirken zunehmend stark nachgefragte Sportart Hockey im Vergleich zu anderen Sportarten außerordentlich schlechte Entwicklungschancen. Zu den anderen Berliner Hockeyvereinen, die fast durchweg auf eine allein nutzbare Platzanlage zurückgreifen können, hat Rotation gegenwärtig ebenfalls einen deutlichen Rückstand.

Die SG Rotation Prenzlauer Berg e.V. Berlin Hockeyabteilung würde gerne seine positive Weiterentwicklung auch noch dadurch ausbauen, dass verstärkt Kooperationen Schule/Verein durchgeführt werden können.

Nachfolgend gebe ich Ihnen eine Einschätzung des ehemaligen Junioren und jetzigen Damen-Bundestrainers Jamilon Mülders:

„Mit Rotation Prenzlauer Berg beginnt sich in den letzten Jahren dank intensiver, teilweise auch bereits leistungsorientierter Nachwuchsförderung erfolgreich eine in weitaus stärkeren Vereinen in der Berliner Hockeylandschaft zu etablieren.“

Die Spitzenstellungen unserer A- und Jugendnationalmannschaften im internationalen Hockey werden wir nur auf der Grundlage einer hohen Dichte von an der Basis systematisch und leistungsorientiert arbeitenden Vereinen halten und ausbauen können.

Berliner Hockey - Verband e.V.

Jesse-Owens-Allee 2
14053 Berlin

www.BerlinHockey.de



BHV - Jesse-Owens-Allee 2 • 14053 Berlin

Senatsverwaltung für Inneres und Sport
Staatssekretär Andreas Statzkowski
Klosterstr. 47

10179 Berlin

Ihr Schreiben vom: Ihr Zeichen:

Unser Zeichen:

an:

Ihre Datum:

Berlin, 18.03.2013

Betr. Spielstätte für die Hockeyabteilung Rotation Prenzlauer Berg

Sehr geehrter Herr Staatssekretär,
verehrter Herr Statzkowski,

der Berliner Hockey-Verband bemüht sich seit der Wiedervereinigung auch im Ostteil unserer Stadt den Hockeysport wieder aufleben zu lassen und die trotz widriger Bedingungen in der ehem. DDR erhaltenen Hockeyvereine aktiv zu unterstützen. Leider sieht man nicht überall, dass Deutschlands erfolgreichste Mannschaftssportart dieser Unterstützung bedarf, um sich in allen Bezirken unserer Stadt entwickeln zu können. Die Hockeyabteilung von Rotation Prenzlauer Berg bemüht sich auch mit unserer Mithilfe um eine verkehrsnahere Spielstätte in ihrem Bezirk oder in dessen Nähe. Diese erfolgreichen Bemühungen können seit 1992 bis zum heutigen Tag lückenlos chronologisch nachgewiesen werden.

Die Hockeyabteilung der SG Rotation Prenzlauer Berg im heutigen Bezirk Pankow ist die mitglieder- und leistungsstärkste Hockeyvereinigung im Osten Berlins. Seit 1990 hat sich die Mitgliederzahl auf über 350 Mitglieder verdreifacht. Die vielen und teils selbst erarbeiteten Provisoren, mit denen sich die Vereinsmitglieder seit Jahren arrangieren, lassen sich mit dem Wachstum des Vereins und einem zunehmenden Leistungsanspruch der Sportler nicht mehr vereinbaren. Auch der Ausbau des Breiten- und Seniorensports, die Realisierung von Kooperationsprojekten mit nahe gelegenen Schulen, z.Z. mit der Freien Evangelischen Schule, und die Etablierung eines sozialen Vereinslebens der Mitglieder, die längst nicht mehr nur aus dem Prenzlauer Berg, sondern aus der Mitte und dem Nordosten der Stadt kommen, sind unter den jetzigen Bedingungen nur schwer zu realisieren. Das Vereinsleben der Hockeyabteilung von Rotation Prenzlauer Berg leidet unter den derzeitigen Provisoren. Für ein ungewohntes Spiel „nur zum Spaß“ bieten sich reglementierte und unzureichende Trainingszeiten keinen Raum, viele Mitglieder und die Eltern der jugendlichen Mitglieder begegnen sich allenfalls zwischen zwei Punktspielen irgendwo in

Tel: 030 - 892 91 78
Fax: 030 - 891 99 22
Mail: BHV@Berlinhockey.de

Berliner Volksbank (BLZ 100 900 00)
Konto 23 161 85 005
Steuer-Nr.: 27 610 / 50 663



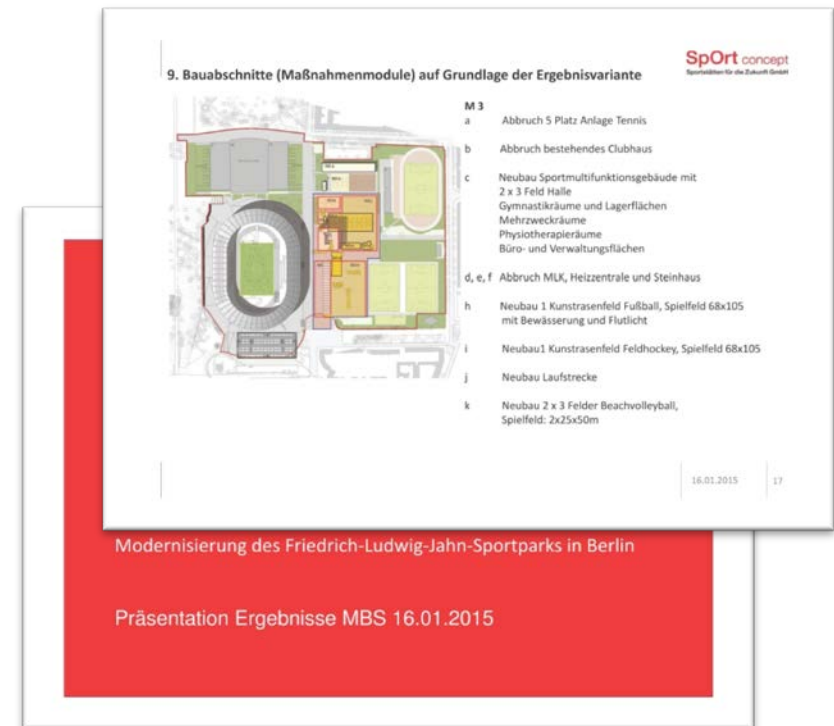
Letters of the German Hockey Federation and the Berlin Hockey Federation to support our claim for a new hockey-only field in Jahn-Sportpark (link to [document 1](#) and [document 2](#))



Vision 2016: Finding a home for our spirit – on other sports grounds III

There are very **elaborated plans for renovating Jahn-Sportpark**, but at least the date of realization is still uncertain

- ✓ In the beginning of 2015, a feasibility study was presented. The park **offers space for a hockey-only field and two new sports halls**.
- ✓ In July 2016, there was an update : **nothing concrete** had taken place until then and “Due to high costs, the realization of **the complete project seems to be unrealistic**”.
- ✓ But at least the shared pitch received a new astroturf in 2016.



Presentation of modernization plan for Jahn-Sportpark ([official link](#))

Vision 2016: Finding a home for our spirit – renovating our natural grass turf



In 1955, a hockey field was built right in front of the gas works at Ella-Kay-Straße. The picture shows our club's players in 1965, when the club's name was "SG Dynamo Hohenschönhausen"

Vision 2016: Finding a home for our spirit – renovating our natural grass turf I



Lioba Zürn-Kasztantowicz (right, in pink),
District Councilor for sports in Berlin-Pankow

Also with hockey sticks and about to open our new
turf: **Olympic champions Martin Häner & Mo Fürste**

“ Mrs. Deutschmann has invested an unbelievable amount of her free time to get and stay in contact with the local administration; to take part in the sports committee’s meetings; to remind us over and over about her concerns.

And I was thinking: ‘Of course, sometimes you get annoyed by somebody like this.’ But it’s exactly the way you’re getting projects like this done!

Thank you in the name of the city’s administration! ”

Vision 2016: Finding a home for our spirit – renovating our natural grass turf II

Our grass turf in the center of Berlin was a **big potential** but also had a **big minus**:

- + the field was regarded to be **one of the best grass turfs in the GDR**. The national team played here against CSSR (1963), China (1982), India (1988). Also the national teams of Nigeria (1971), UdSSR (1978) and Cuba (1982) played on our ground
- our field had the **minimum size and very short run-off areas**; today this makes it **too small** for a field with the **officially** required measures



A friendly match between an **All-East Berlin Team** and the **national team of Nigeria** in **1971** on our **natural grass turf** in **Ella-Kay-Straße**

Vision 2016: Goals achieved – Finally a home for our spirit on our new water-based astroturf



Hockey in Prenzlauer Berg has a new home on our renovated hockey pitch at Ella-Kay-Straße, in the center of Berlin (8/2016)

Vision 2016: Goals achieved – Finally a home for our spirit on our water-based astroturf!

- ✓ On October 3rd, 2016 we finally celebrated the opening of “our” new water-based pitch at Ella-Kay-Straße
- ✓ we decided to celebrate big and invited Olympic gold medalists **Mo Fürste** and **Martin Häner** for a practice session with our youngsters
- ✓ the pitch is not standard size, but the new astroturf is not only a perfect training but also a match facility for our junior and leisure players: We asked for and **received** an official permission for all matches to be played on $\frac{3}{4}$ and smaller fields

The poster is for the opening ceremony of the SG ROTATION PRENZLAUER BERG e.V. Hockey pitch. It features a blue background with a green rectangular area in the center. At the top left of the green area is the club's logo, a circular emblem with 'SG ROTATION' and 'PRENZLAUER BERG BERLIN' around a stylized 'R'. To its right is the word 'Hockey' in a large, orange, cursive font. Below this, the text 'ERÖFFNUNGSFEIER' is written in large, white, bold, sans-serif capital letters. Underneath that, the date and time '3. Okt 2016 | ab 14.00 UHR' are displayed in white. Further down, the location 'Hockeyplatz Ella-Kay-Str. | Prenzlauer Berg' is listed. A line of text mentions 'Training mit Nationalspielern und Olympiasiegern Moritz Fürste und Martin Häner!'. Below this, it says 'Außerdem erwarten Euch: Getränke, Essen, ein Hockeyflohmarkt und neue Rotation-Fanartikel!'. At the bottom of the green area, there are two photographs of players. The left photo shows Moritz Fürste in a white jersey with the number 21, and the right photo shows Martin Häner in a white jersey. Below the photos are their names and titles: 'Moritz Fürste Olympiasieger 2008 und 2012' and 'Martin Häner Olympiasieger 2012'. The DHB logo is also present. At the bottom left of the green area, the club's name 'SG ROTATION PRENZLAUER BERG e.V.' and its website 'www.rotation-hockey.de' are listed.

SG ROTATION
PRENZLAUER BERG BERLIN

Hockey

ERÖFFNUNGSFEIER

3. Okt 2016 | ab 14.00 UHR

Hockeyplatz Ella-Kay-Str. | Prenzlauer Berg

Training mit Nationalspielern und Olympiasiegern **Moritz Fürste** und **Martin Häner**!

Außerdem erwarten Euch: Getränke, Essen, ein Hockeyflohmarkt und neue Rotation-Fanartikel!

SG ROTATION
PRENZLAUER BERG e.V.
Abteilung Hockey
www.rotation-hockey.de

Moritz Fürste
Olympiasieger 2008 und 2012

Martin Häner
Olympiasieger 2012

DHB



Vision 2016: Goals achieved – Finally a home for our spirit on our water-based astroturf II



Nobody wanted to miss our big “Unicorn day” as the Head of the hockey division had put it.



Mo Fürste and Martin Häner signed autographs on sticks, shirts, bags, arms, cards,...

Vision 2016: Goals achieved – Finally a home for our spirit on our water-based astroturf III



About 300 kids and youngsters took part in 3 training sessions with the two gold medalists



Martin Häner being chased by our U16 girls

Vision 2016: Goals achieved – Finally a home for our spirit on our water-based astroturf IV



Mo Fürste explaining our U16 boys how to drag flick



Mo Fürste, duelling with one of our top talents, Doro Lattermann. Doro plays in the Berlin selection team.

Vision 2016: Achieved goals – Finally a home for our spirit on our water-based astroturf V

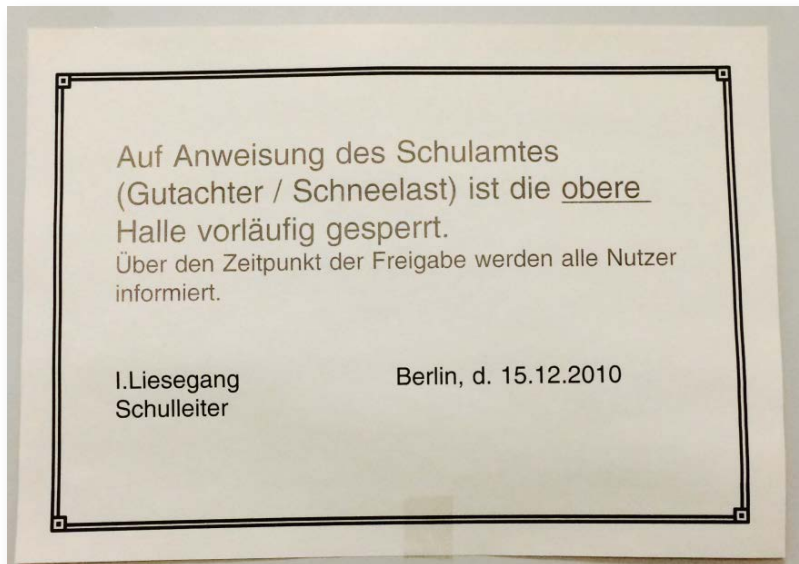


The event was well documented by several camera men and filmed by artist Louis Vignat (denim shirt)



Merchandising products were much in demand

Vision 2016: But not only a field was missing...



Our **main gym had to be shut down in 2010** for static reasons. The following and complicated law case caused the gym to be closed for 6 years.

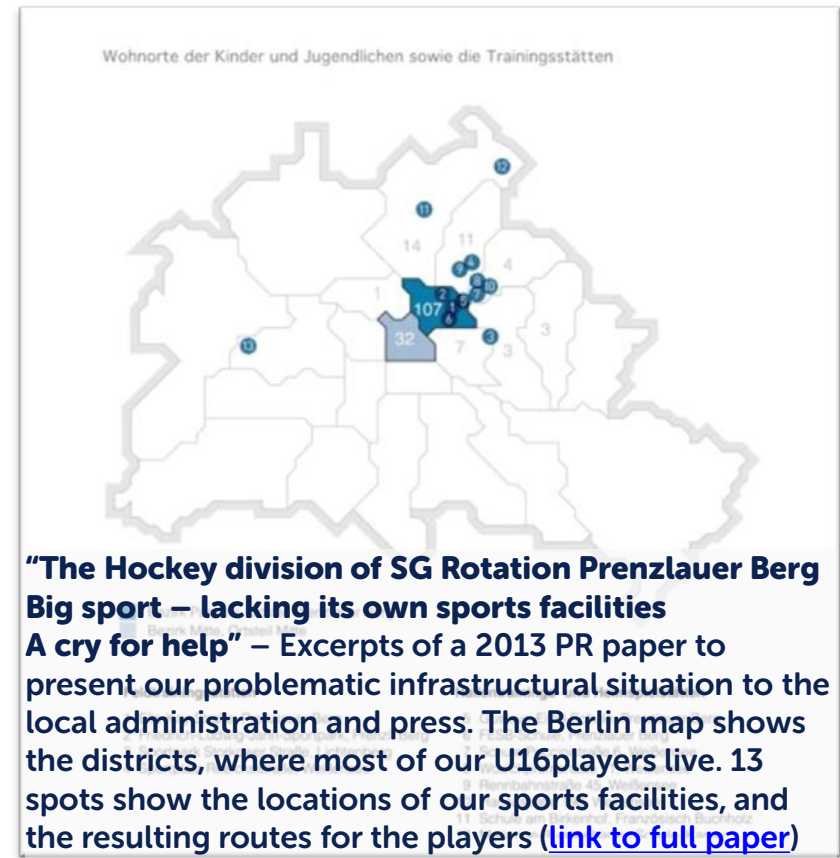
*“ Following the order of the school administration (Expert / snow load), the upper hall will remain closed until further notice.
All users will be informed regarding the date of re-opening.*

School principal, Berlin, 15.12.2010 ”

Vision 2016: Where to practice indoor hockey, while our hall remains closed? I

That's why we needed Heike **not only to lobby for a modern astroturf:**

- due to the shut down indoor facility we had to practice in up to **12 different indoor facilities** for six indoor seasons
- in total, we had to manage training activities on **17 different sports facilities, scattered over Berlin**
- many indoor facilities were not suitable for hockey: getting them prepared made up more than **17.000€ on the club's expense**



Vision 2016: Where to practice indoor hockey, while our hall remains closed? II



On June 5th, 2013 over 70 Hockey players protested in front of and inside a meeting room of the local district's government.

Their posters stated "No indoor sports without indoor facilities" or "Please repair our sports hall" and "3 years are enough". Unfortunately 3 years turned into 6 years until the hall was finally reopened.



Vision 2016 – Goals achieved: The reopening of our main sports hall

The **law case** for determining who was responsible for the unstable roof construction was **very complicated**:

- the proceedings to secure evidence lasted **more than 5 years**
- repair of the roof construction started in 2015 and **took 12 months**
- ✓ **after nearly 6 years**, the sports hall was reopened in September 2016
- ✓ **we successfully lobbied** to receive some practicing time in **2 additional sports halls**



“Double sports hall: Possibly to be reopened by the end of 2016” Online Newspaper article. Source: <http://www.prenzlauerberg-nachrichten.de/>

Vision 2016: The developing infrastructure situation needed a logistics manager

Due to our complicated logistics, Michael Wahl became '**Head of logistics and organisation**' in 2013. And he found a lot of things to be improved. He...:

- ✓ ...coordinated the **logistics for our training facilities** and the 3 annual tournaments ([more](#))
- ✓ ...created and maintained **inventory lists** of our material
- ✓ ...improved the **relationship with groundkeepers** and janitors
- ✓ ...managed up to **150 keys** for diverse training facilities



Michael Wahl (upper center) is pitching a tent for one of our youth tournaments together with some parents

Vision 2016: Goals achieved – administration

We also modernized our administration:

- ✓ until 2012, the treasurer still worked on paper. Our new treasurer not only introduced **online banking**, but also **collected 10.000 Euro of missing fees**
- ✓ in 2015, we purchased a licence of “teamsystems.de”, a **professional administration software** for team management, events and matches
- ✓ in 2016 we hired the first person apart from our coaches: an **office assistant helps** us to manage the every day tasks of the club



In Berlin the “Brett” is the trophy for all hockey titles. We introduced our “Brett” to honor special achievements. Here our **management board thanks our coach Fabian**, who implemented teamsystems.de in his free time – **an administrative revolution.**



Vision 2016: Goals achieved – Starting to close the gap to top clubs; junior teams



“ With Rotation Prenzlauer Berg, fortunately there is another strong club establishing in the Berlin hockey scene, thanks to intensive and partially performance-oriented junior development programs. ”

Jamilon Mülders, coach of the German women's national team was supporting our claim for a new hockey-only field in Jahn-Sportpark in a letter by German Hockey Federation to the Berlin Senate in 2013 ([pdf-link](#))

Vision 2016: Goals achieved – Starting to close the gap to top clubs; junior teams I

Our main goal was to **develop the youth department**. In the beginning, our boys' teams regularly had **by far less players than the top clubs** in Berlins West. Still, ...

- ✓ our **U12** qualified for Berlin's indoor championship finals in **2011** and for the in- and outdoor finals in **2012**
- ✓ we developed some top players: **2 boys** were invited to play at **Berlin's selection teams**
- ✓ bigger Berlin clubs tried to coax away our best boys, but in **14 years only 3 top players** left us for other clubs



Flyer for **Berlin's U12** championship finals in **2012**. It was one of the first times that a team of our newly established youth department qualified for the finals of the highest league in Berlin. The finals were played at our training facility in Berlin-Lichtenberg



Vision 2016: Goals achieved – Starting to close the gap to top clubs; junior teams II

Our girl's teams grew very fast and we could nominate several **2nd or even 3rd teams per age group**. Many of the girls were soon playing at a very high level:

- + as one of our biggest successes, **our U12 team became 2nd at the Berlin championship** as well as the **East German Championship 2014**
- + there were **many titles in lower leagues**, other finals ended in 2nd or subsequent placements
- + **3 girls were invited to play at Berlin's selection team**




Our girl's **U12 team** being honored by the district's government for their 2nd place at the Berlin Championship and the North-East German Vice-Championship

Vision 2016: Goals achieved – Starting to close the gap to top clubs; men's teams I

Our male team recently came up with a **new chant**, because **3 of our indoor teams are the 1st, 2nd and 3rd best teams of all former GDR teams in Berlin.**

- ✓ In 2016 our first men's team made it into the **3rd league** (Regionalliga)
- ✓ The **2nd and 3rd indoor teams** are also playing at quite a good level: the **5th league**. This offers **several opportunities for our U18 players** to play at different senior levels.
- ✓ We also offer **leisure hockey** in a 4th team and have **2 "oldie" teams**.

**“ Die Nummer 1!
Die Nummer 2!
Die Nummer 3
in Ostberlin:
ROTATION! ”**



Vision 2016: Goals achieved – Starting to close the gap to top clubs; men's teams II

2015 was the year of our outdoor promotions. Both were achieved with the help of three 17-year-old players, who joined Rotation in 2002:

- ✓ 3 years after nearly being relegated in 2012, the **1st team made it into the Oberliga** (4th league)
- ✓ the **2nd team followed** their lead and advanced to the 5th league
- ✓ we also have a **3rd team, a team for parents and one for our oldest players** (some former GDR National players are here)



Two promotions in one day! Our coach and sports manager took the line marker and wrote down, where the 1st men's team would play from now on: OBERLIGA! Other images contain material not to be shown in an official presentation, sorry! ;)

Vision 2016: Goals achieved – Starting to close the gap to top clubs; women's teams I

Indoors our **women's team** advanced into the Regionalliga in 2013/14; this is the **2nd German league** for women

- ✓ we play in this league until today
- ✓ the average age in this team is quite high, so we are very happy that some of our U18 girls took their first steps in the 1st team this season and...
- ✓ ... that starting this indoor season we can offer ladies hockey in two new teams: a 2nd team and one for our older members (32+ years)



Our **1st women's team** with B licence coach **Daniel Geisler**, assistant coach **Lars Marondel**, athletic coach **Andre Tietze** and team manager **Ralph Wenzel-Karlstetter** (standing, left to right)

Vision 2016: Goals achieved – Starting to close the gap to top clubs; women's teams II

From **2013 to 2016** our women played at **Regionalliga** (3rd outdoor league)

- our team was **relegated as 3rd last** out of 8 teams in 2015/16 by a very **rare incident**, (normally only the last team is being relegated)
- ✓ outdoors, the rejuvenation of the team is also on its way: **two U16 girls debuted for the 1st team in 2015**. Since 2016, ...
- ✓ ... we can offer ambitioned hockey in a **2nd team** and leisure hockey in a **32+ team** for our “veterans”



Our **new 2nd team**, including several U18 players on the brand-new astroturf at Ella-Kay-Straße. Standing left and right of their team : **athletics coach Andre Tietze**, C licence coach **Tim Bley**, team manager **Ralph Wenzel-Karlstetter** and 1st teams coach **Daniel Geisler**

Vision 2020 and current development: New goals to be achieved



[SG Rotation PB e.V. - Abt. Hockey - Sredzkistraße 8 - 10435 Berlin](#)

SG Rotation Prenzlauer Berg e.V.
-Abteilung Hockey-
Sredzkistraße 8
10435 Berlin
www.rotationhockey.de
office@rotationhockey.de

Ausblick für das Hockey der SG ROTATION Prenzlauer Berg Berlin in 2020

1. Hockeyhistorie in Prenzlauer Berg:

Die 1954 bei der SG Dynamo Berlin-Mitte gegründete Hockeyabteilung schloss sich 1979 der BSG Rotation Prenzlauer Berg an und begründete unsere nun über 60 jährige Hockeytradition in Prenzlauer Berg.

Am 22. Oktober 1990 erfolgte nach der Auflösung der BSG (Betriebssportgemeinschaft) die Neugründung der "Sportgemeinschaft ROTATION Prenzlauer Berg e.V." durch die Eintragung im Berliner Vereinsregister.

Ende 2002 erfolgte eine strategische Neuausrichtung der Hockeyabteilung. Systematisch sollten über alle Altersklassen des weiblichen und männlichen Nachwuchsbereichs Mannschaften aufgebaut

Our strategy paper: "Vision for Hockey in 2020 at SG ROTATION Prenzlauer Berg Berlin"

“ ROTATION aspires to be one of the biggest clubs in Berlin with 700 to 800 members [...]

In order to attract highly skilled players for our senior teams, ROTATION offers assistance and promotes career opportunities, by establishing and expanding networks [...]

Due to a high identification with ROTATION and the attractive club life , only few members leave the club.

ROTATION's philosophy is to early encourage our junior players to engage as volunteers. ”



Vision 2020 and current development: Balanced growth

We aim for a balanced structure with **20 girls and boys for each age-group** from 4 to 18. This sums up to 600 members or two outdoor teams per training group

- ✓ **100 interested children** are currently on a **waiting list** and will soon be invited for a trial lesson

Each training group should be instructed by **1 licensed coach**; therefore 5 junior coaches shall soon gain their C licences

- ✓ **2 U18 coaches** and **3 assistant coaches** are registered to receive **C licence** trainings in 2017



Our focus is on **improving the training quality** for our youngest kids – **without neglecting the best part of hockey: fun!** Picture shows a popular and more than 10-year-old **Christmas tradition** in our junior teams: **Shooting and eating chocolate Santas. Yummy!**

Vision 2020 and current development: Quality coaches I

An important part of our Vision 2020 is to **hire qualified coaches**. In 2016, we took a huge step forward by **recruiting successful coach and player Paul Koch**. He is highly qualified and the perfect person to **develop our youth concept**:

- ✓ He **played in the Bundesliga** team of TSV Mannheim and coached their U14 and U16 boys teams. He **impressively contributed to TSV's extraordinarily successful youth development programs**.
- ✓ He led his teams to **3 German indoor and outdoor championships**.



B licence coach **Paul Koch** with some of our present **U14 girls** at a preparation tournament. They finally won the tournament against top teams from the West German Hockey Federation (Nov 5th/6th, '16)

Vision 2020 and current development: Quality coaches II

We also successfully attracted B licence coach **Felix Rugor**, who **joined us from another Bundesliga club**. He is in charge of our 1st men's team, the U10 boys and developing our junior coaches. His letter of recommendations reads impressively:

- ✓ Under his direction, Mariendorfer HC's women's team promoted to the 2nd Bundesliga. They were very unlucky to narrowly miss the finals for the 1st indoor Bundesliga.
- ✓ With the men's team of Neuköllner SF, he promoted from the 6th league to the 2nd Bundesliga.



Felix Rugor giving instructions to his team in a time-out in one of his first matches in 2016

Vision 2020 and current development: Closing the gap to the top clubs

By integrating the players from our youth department into our senior teams, we want to lay the foundations to promote to the 2nd Bundesliga

- By 2020, our most successful female junior teams will be able to play in our ladies' senior teams
- **Four male U18 players** are already an essential part of our 1st men's team; **one extremely talented U16 player** who started his hockey career at Rotation in 2004, **will be giving his debut in 2017**



Growing up at Rotation: Nearly 16-year-old **Rouven Dyllong** (left, at the age of 8) and **Linus Jonas** (7, center) will join our men's team in 2017 and '18, respectively.



Vision 2020 and current development: Sponsoring and cooperation I

As we do not want to depend too much on sponsoring, we **consider sponsoring as an additional source** for raising our budget. In '16, we were quite successful:

- ✓ a **foundation** provides substantial sponsoring which helps us putting the **concept for our junior department** into practice
- ✓ several **private people** help us by funding **Paul Koch's salary**
- ✓ a **local businessman sponsored 360 hockey balls** in '16 and plans to be part of our further development



Ball sponsor **Dominic Sattler** (left) and coach **Tim Bley**

Vision 2020 and current development: Sponsoring and cooperation II

In addition, we cooperate with several local businesses...

- ✓ 'ANH Home' is going to **subsidize our tournaments** for 3 years
- ✓ 'Mosaik-Verlag' has been our **tournament partner** for many years and decided to **extend sponsorship**
- ✓ 'SHOTVIEW Artists Management' **sponsored** the filming of our astroturf opening and **our PR clip**
- ✓ recognized artist **Ben de Biel took photos** of our pitch opening



One of numerous pictures which Ben de Biel took at the opening of our astroturf, showing **Mo Fürste** taking a selfie **with our girls** aka his proud fans



Vision 2020 and current development: Sponsoring and cooperation III

Anyway, we do not yet exploit the full and enormous potentials of the rapidly evolving business structures in Prenzlauer Berg. To improve our sponsoring activities, we decided to create another **new position in our management board**:

- ✓ Mathias Gorra (player in our 1st team) just started recruiting a team of fundraisers
- ✓ his team will have **a lot of material and achievements to present to potential sponsors**, out from our PR and marketing strategy, ...



Mathias Gorra, new management board member, he will be in charge of 'Sponsoring and Fundraising'

Vision 2020 and current development: PR and marketing strategy I



A click on the picture will link you to our promotion video on youtube. It was produced by artist Louis Vignat and sponsored by SHOTVIEW Artists' Management ([more about our sponsors here](#)),

“ Rotation Prenzlauer Berg with a new marketing strategy

With a new 3 minutes' video the hockey division of **SG Rotation Prenzlauer Berg** strengthens its public relation profile. The club intends to **increase the popularity of Hockey** in the eastern part of Berlin.

The video was produced during the opening of the club's new astroturf at Ella-Kay-Straße on October 3rd, 2016.”

Deutscher Hockey Bund e.V.

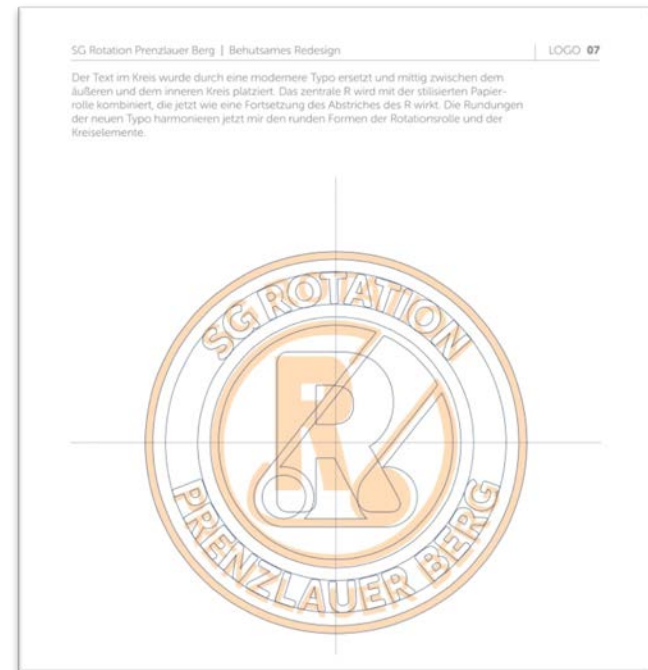
<http://hockey.nw-tech.eu/news/lqtb4r.html>



Vision 2020 and current development: PR and marketing strategy II

The **redesign of our club logo** was the first step in a new PR and marketing strategy. We aim for **improving the identification** of our club members and **our public image**. Further publications are:

- ✓ **two brochures** about the [history of our club](#) and our [development from 2007 - 15](#)
- ✓ **a new website** was designed and is currently being encoded
- ✓ **a quarterly e-mail newsletter** informing on off-pitch activities



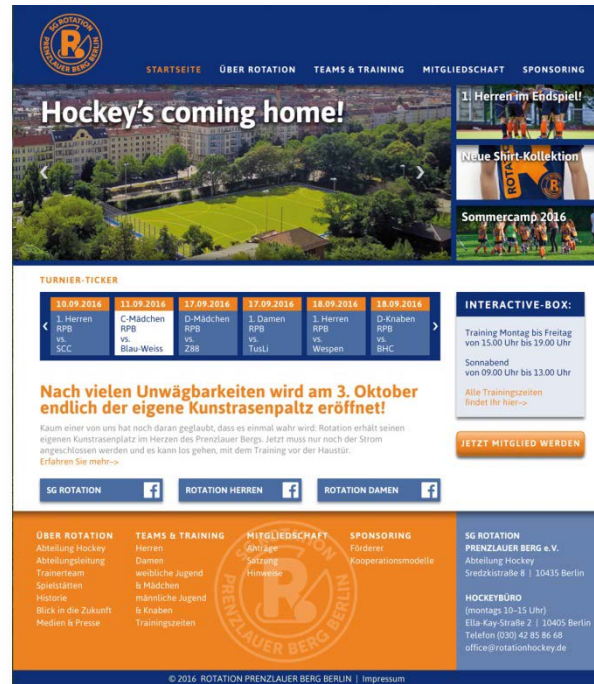
Presentation of different logos, that were used simultaneously until 2015, and a redesign of it. Created by 'stickfish', a professional PR and CI agency of our member (click image for full presentation)



Vision 2020 and current development: PR and marketing strategy III



One of two brochures on
our history & development



Layout for the relaunch of our website



Our 3rd Newsletter (10/2016)



Vision 2020 and current development: PR and marketing strategy IV

Another important pillar of our marketing strategy is to **promote internal identification by offering merchandising products**

- ✓ scarfs, training and fan shirts, hoodies, bags and water bottles **have been designed**
- ✓ we try hard on **realizing all products in cooperation with fair wear producers**
- ✓ base caps, winter caps and tracksuits are currently being designed



Flyer for season's sale of our merchandizing products
(click to enlarge)



Vision 2020 and current development: Our own club house (and indoor hall?)

Our **club house at Ella-Kay-Straße** will be **renovated in 2018**. But we have even more ambitious plans as we greatly depend on more indoor facilities.

- ✓ By using our close ties to the local government, we **continue lobbying for a bigger club house** to match our increasing number of members.
- ✓ We are **checking 2 ways to our own sports hall**: 1) By renovating a sports hall in **cooperation with a nearby school**. 2) By buying an **air-hall and a floor covering** to be used on our astro turf during the indoor season.



Our club house in Ella-Kay-Straße (here in 1971) was build in the 1950s. A bigger office, new changing rooms and a much bigger assembly room are urgently needed.

Thanks to our volunteers and supporters! I

One of our most important goals is to **engage our club members**, as we call ourself a “Mitmachverein” (**participation club**)

- ✓ In 2016, we wrote **Christmas cards** to **120 people** to say thank you for their engagement in the club
- ✓ In autumn, our management board organizes a **party for our „Club heroes”**. Each year, 60-70 people are being invited.
- ✓ Each adult member is asked to help for 4 hours per year or pay 10€ per hour. We are thankful, that **75% engage themselves in 2016.**

Wir bedanken uns
für die Unterstützung.



SG ROTATION
PRENZLAUER BERG e.V.
Abteilung Hockey
Sredzkistraße 8 | 10435 Berlin
Telefon (030) 42 85 86 68
office@rotationhockey.de
www.rotationhockey.de



A special card for special people: We send hand-written cards for Christmas in order to say 'Thank you' to our most committed volunteers.



Thanks to our volunteers and supporters! II

- ✓ Our invitation cards for the opening of the Ella Kay astroturf were also personally designed, printed and sent to all our members, supporters and volunteers.
- ✓ **Extraordinary achievements** like the roll-out of a new players administration software “Team Systems” and building the Ella Kay astro turf were **honored by awarding the “Brett” (Panel of Honor)**. The panel’s design was inspired by the champion’s panel that is regularly being awarded for winning the Berlin Championships.



Heike Deutschmann receiving the “Brett” for making the renovation of our turf possible.

Thanks to our volunteers and supporters! III

Thanks to all our Club Members who supported this application and answered all our questions on so many details.

Our special thanks go to Christian Mathis for helping us with the presentation's design, Fabian Kühne, Ben de Biel, and all the parents, coaches and friends of Rotation, who supplied us with the numerous pictures used in this presentation.

Berlin on January 27th, 2017

**Heike Deutschmann
Michael Wahl
Frank Haustein**

